

U.S. ENVIRONMENTAL PROTECTION AGENCY
Washington D.C.

**Administrator's Mission to Israel
February 2018**

Meeting with Israel Innovation Authority

DATE: TBD
TIME: TBD
LOCATION: TBD

I. Purpose

To meet with the Israel Innovation Authority (IIA) and, possibly, the US -Israel Binational Industrial Research and Development (BIRD) Foundation to promote environmental innovation and collaboration in and between the US and Israel.

II. Key Asks or Messages

- TBD

III. Participants

Israel Innovation Authority

- Officials TBD

US -Israel Binational Industrial Research and Development (BIRD) Foundation

- Officials TBD

US Embassy

- US Ambassador Friedman
- Other Embassy officials

EPA

- YOU
- Jane Nishida, Principal Deputy Assistant Administrator, OITA
- Sarah Greenwalt, Senior Advisor for Water and Crosscutting Issues, AO
- Mark Kasman, Director of Regional and Bilateral Affairs, OITA

IV. Press

TBD

V. Background

As an outcome of a State of Wisconsin water-related trade delegation visit to Israel last fall which included Governor Scott Walker, IIA (see Attachment B for Background on IAA) is working with the State of Wisconsin to develop a new Israel - Wisconsin Water Innovation Partnership. IIA and The Water Council of Wisconsin are seeking to assist Israeli firms obtain the evidence they require to enter and be successful in the North American water economy. Wisconsin seeks foreign investment and more good jobs for its residents. Through this cooperation, both entities economies and industries would benefit from the expertise and resources each partner brings.

In order to brief and recruit possible Israeli companies for this program, IIA will be publicizing this program and could hold a two-hour workshop towards this goal during the week of February 19, 2018, at IIA's offices. At this workshop, to which IIA would hope to attract 20–30 relevant companies, IIA could explain the benefits of the program and invites Administrator Pruitt to join this discussion. IIA believes this event would give a good overview of the synergy between our two economies and stimulate thought for other possible collaborative programs.

The Israel-U.S. Binational Industrial Research and Development Foundation (BIRD) [see Attachment C for Background on BIRD], the mission of which is to stimulate, promote and support industrial research and development of mutual benefit to the U.S. and Israel, may also join this discussion.

VII. Attachments

- A) Talking points
- B) Background on the Israel Innovation Authority
- C) Background on US -Israel Binational Industrial Research and Development (BIRD) Foundation
- D) Relevant Biographies

Attachment A:
Suggested Talking Points for OPA Consideration

- TBD

Attachment B: Background on the Israel Innovation Authority

The Israel Innovation Authority, responsible for the country's innovation policy, is an independent and impartial public entity that operates for the benefit of the Israeli innovation ecosystem and Israeli economy as a whole. Its role is to nurture and develop Israeli innovation resources, while creating and strengthening the infrastructure and framework needed to support the entire knowledge industry.

As such, the Israel Innovation Authority advises the government and Parliament ("Knesset") committees regarding innovation policy in Israel and monitors and analyzes the dynamic changes taking place throughout the innovation environments in Israel and abroad. The Authority creates cooperation with counterpart agencies to promote technological innovation in the Israeli industry and economy.

Innovation is by far the most valuable resource for the State of Israel, serving as a national asset crucial to economic prosperity. Strengthening the innovation ecosystem is the mission of the Israel Innovation Authority, which seeks to further develop and support technological innovation in Israel through various support tools.

The Israel Innovation Authority provides a variety of practical tools and funding platforms aimed at addressing the dynamic and changing needs of the local and international innovation ecosystems.

With deep knowledge and understanding of the unique challenges facing the Israeli companies and entrepreneurs, the tools and programs offered by the Authority are based on the specific stage and needs of the company. This includes programs for early stage entrepreneurs, mature companies developing new products or manufacturing processes, academic groups seeking to transfer their ideas to the market, multinational corporations interested in Israeli technology, Israeli companies seeking new markets abroad, and traditional factories and plants seeking to incorporate innovative and advanced manufacturing into their businesses.

The Authority's vision is to create economic prosperity through innovation. This vision is divided into two complementary goals: maintaining Israel's position at the forefront of global innovation and elevating the entire economy through technological innovation. This vision is the only business plan relevant to the Israeli economy, which is relatively small and far from major markets. Despite these drawbacks, Israel enjoys a vibrant entrepreneurial culture, strong technological infrastructure and highly skilled human capital, allowing it to grow on the basis of innovation.

IAA's Objectives and Functions:

- Responsibility for developing the innovation infrastructure in Israel: Developing the hi-tech industry, while utilizing and expanding the existing technological and scientific infrastructure and human resources in Israel.

- Maintaining Israel's international status as the “Startup Nation”: Creating jobs in the industry and incorporating scientific and technological personnel, as well as creating returns for the economy and encouraging growth.
- Distribution of grants and financial support for innovative-technological R&D: Increasing productivity and promoting technological innovation across all of Israel's industrial sectors, as well as improving Israel's economic status through production and export of R&D intensive hi-tech products.
- Connecting the Israeli economy with the global innovation industry: Initiating and establishing international agreements with countries and multinational corporations to advance the goals of the R&D Law relating to international cooperation in R&D and innovation.
- Promoting and encouraging programs, policies, laws and government reforms, as well as promoting major moves with public and private collaboration.

IAA's Structure:

IAA has set up an advanced array of active innovation divisions that concentrate on providing optimal solutions to a variety of changing needs. The innovation divisions include:

- Startup Division (Technological Incubators, Early Stage, and Tnuva)
- Growth Division (R&D Fund)
- Technological Infrastructure Division (KAMIN, MAGNET, MAGNETON, NOFAR, MEIMAD)
- Advanced Manufacturing Division
- International Collaboration Division
- Societal Challenges Division

Attachment C:
Background on US -Israel Binational Industrial Research
and Development (BIRD) Foundation

The Israel-U.S. Binational Industrial Research and Development Foundation's (BIRD) mission is to stimulate, promote and support industrial research and development of mutual benefit to the U.S. and Israel. The BIRD Foundation takes no equity in joint projects and all of its services are free of charge.

BIRD was established by the U.S. and Israeli governments in 1977 to generate mutually beneficial cooperation between the private sectors of the U.S. and Israeli high tech industries, including start-ups and established organizations. It provides both matchmaking services between U.S. and Israeli companies, as well as funding covering up to 50 percent of project development and product commercialization costs.

BIRD's scope extends to Agriculture, Communications, Life Sciences, Electronics, Electro-optics, Software, Homeland Security, Renewable and Alternative Energy and other sectors of the hi-tech industry. It supports approximately 20 projects annually and the cumulative sales of products developed through BIRD projects have exceeded \$8 billion.

Since its inception in 1977, BIRD has approved over 800 projects with leading companies in the U.S., such as:

ADM, American Red Cross, Applied Materials, Avaya, Bayer Pharmaceutical, Becton Dickinson, Bio-Rad Laboratories, Eastman Kodak, General Dynamics, General Electric, Guidant, IBM, J&J, KLA- Tencor, Molex, Motorola, Procter & Gamble, SanDisk, Spansion, Telcordia, Texas Instruments, Tyco and others.

Any pair of companies, one Israeli and one U.S.-based, may apply jointly as long as they can demonstrate the combined capabilities and infrastructure to define, develop, manufacture, sell and support an innovative product based on industrial research and development. The key criterion is that each corporate entity shall have the ability to carry out its part of the joint development and commercialization. Their willingness to share in the financial risk of product development as well as in the financial gain of commercialization, are also key factors in BIRD's evaluation.

**Attachment D:
Relevant Biographies**

TBD